



THE VALLEY GIRL SHOW Fact Sheet

SYNOPSIS:

“The Valley Girl Show,” which can be compared to a business-oriented version of the “Ellen DeGeneres Show,” is a humorous and entertaining web-based talk show that features the world’s top CEOs and entrepreneurs in a new light. Jesse Draper interviews some of the most influential and successful men and women, who you would typically only see on Charlie Rose or MSNBC. “The Valley Girl Show” presents a fun and digestible twist to standard “business talk.” Former guests have included Ted Turner, SUN Microsystems founders Vinod Khosla and Scott McNealy, Craig Newmark of Craigslist, Eric Schmidt, former CEO of Google, Mike Tyson and MC Hammer to name a few.

WEBSITE:

<http://www.valleygirl.tv>

IMDB WEBSITE:

<http://www.imdb.com/name/nm1822808/>

TEAM:

Jesse Draper, Founder, CEO and Host

Jonathan Polenz, COO and Producer

ABOUT JESSE DRAPER:

Jesse Draper is a professional American actress, entertainment entrepreneur, producer, writer and social media expert. She graduated from UCLA’s School of Theater, Film and Television. Draper is well known for her supporting role as “Jesse”, the nanny from the Nickelodeon’s popular show, “The Naked Brothers Band.” Silicon Valley girl, Draper launched the web show “The Valley Girl Show” in 2008 hoping to inspire and

educate those who may be jaded by the standard business talk show. She is a technology blogger for Virgin.com, Business Insider and Pop17 in addition to Valley Girl, Inc.'s blog network. She placed in the top 3% of Fast Company's online influence project. Jesse speaks regularly at business conferences around the world on new media.

SEASON 4 LAUNCH DATE: November 15, 2011

DEMOGRAPHIC: "The Valley Girl Show's" target audience is 19-39 year-old males and females. Audience members are usually tech savvy, engage themselves in large social networks using multiple platforms and may be seen as trendsetters. The Valley Girl has a loyal, rapidly growing following.

DISTRIBUTION: "The Valley Girl Show" is distributed on multiple websites, platforms and networks in addition to ValleyGirl.tv, including AOL, Glam.com, Pearson Publishing, Yahoo! Japan, KRON4 News and more.

NEW APPLICATION: "The Valley Girl Show" launched new iPhone and Android application in August 2011. The new application allows fans of "The Valley Girl Show" to download shows, read blog posts, and more.

SEASON FOUR GUESTS:

- Michael Lewis, Non-Fiction author and Financial Journalist
- Tony Hsieh, Founder and CEO of Zappos
- Joe Saunders, CEO of Visa
- Sandra Day O'Connor
- Sheryl Sandberg, Chief Operating Officer for Facebook
- Julia Hartz, President and Co-Founder of Eventbrite
- Sabeer Bhatia, Co-Founder of Hotmail
- Pooja Nath, CEO of Piazza
- Carson Conant, CEO of Mediafly
- Adam Goldstein, CEO of Hipmunk

- Bill Clerico, CEO of WePay
- Victoria Ransom, Founder and CEO of Wildfire
- Sharon Vosmek, CEO of Astia
- Steli Efti, Founder of SwipeGood
- Sam Shahidi, Co-Founder and Chief Product Officer of RockLive
- Peter Gotcher, CEO of Digidesign
- Marco Zappacosta, CEO and Co-Founder of Thumbtack
- Lori Steele, CEO of Everyone Counts
- Jessica Mah, Co-Founder and CEO of inDinero
- Jamis McNiven, Founder and Owner of Bucks Restaurant
- Thomas Foley, Co-founder of Xpert Financial
- Adam Draper, Co-founder of Xpert Financial
- Hale Boggs, Partner of Manatt
- Randy Horn, CEO of Zobmondo
- Josh Breinlinger, Founder of Qwiktalk
- Danny Shader, CEO of PayNearMe
- Keir Beadling, Co-Founder and CEO of Mavericks
- Matt Crowe, Founder and CEO of Ahhha
- Bill Draper, Founder and General Partner of Draper Richards
- Tim Draper, Founder and Managing Director of Draper Fisher Jurvetson
- Nolan Bushnell, Founder of Atari
- Blair LaCorte, CEO of XOJET
- Richard Riordan, Former Mayor of Los Angeles
- Thomas Sedlacek, Founder of The Economics of Good and Evil
- Stephanie Michaels, Founder of Adventuregirl
- Eric Setton, Co-Founder of Tango
- Andrew Cope, Director of Advancement of Children's Health Council
- Alex Beckman, Co-Founder of Coincident.tv
- John Gilles, Co-Founder of Coincident.tv

- Kevin Pomplun, CEO of SkyGrid

PAST GUESTS ON THE VALLEY GIRL:

- Robert Eckert, CEO of Mattel
- Ted Turner, Founder of CNN
- Mike Tyson, Former Boxer
- Barry Schuler, Former CEO of AOL
- Craig Newmark, Founder of Craigslist
- John Morgrige, former CEO of Cisco Systems
- Eric Schmidt, Former CEO of Google
- Ron Conway, Angel Investor
- Elon Musk, CEO of Tesla and SpaceX
- Heidi Roizen, Former VP of Apple
- Steve Jurvetson, Managing Director of Draper Fisher Jurvetson
- Scott McNealy, Founder of SUN Microsystems
- Tim Draper, Founder of Draper Fisher Jurvetson
- Saeed Amidi, CEO of Plug and Play
- Samir Arora, CEO of Glam.com
- Ronnie Lott, Former football player and Private Equity Investor
- Raj Atluru, Former Partner of Draper Fisher Jurvetson
- Peter Rive, Founder of SolarCity
- Ron Hornbaker, Founder and CEO of Foopets
- Scott Soroachak, Foopets
- Gurbaksh Chahal, Founder of gWallet
- Thomas Foley, Founder of Xpert Financial
- Catherine Hutton, CEO of Bizworld.org
- Bill Draper, General Partner of Draper Richards
- Ted Barnett, Founder of Supersecret
- Tom Campbell, Ran for Governor of California
- Mae Ozkan, First female VC in Turkey, GoldenHorn Ventures

- John Woolard, President and CEO of BrightSource Energy
- Vinod Khosla, Partner Khosla Ventures and Founder of SUN Microsystems
- Sarah Austin, Internet personality
- Steve Walske, Founder of Parametric
- Mark Jensen, Partner at Deloitte
- MC Hammer, Rockstar
- Levar Burton, Actor on Star Trek/Reading Rainbow, BurtonWolfe Entertainment
- Mark Wolfe, Producer and Founder of BurtonWolfe Entertainment
- Premal Shah, President of Kiva
- Justin Kan, Founder of Justin.tv
- Michael Seibel, CEO of Justin.tv
- Miles Beckett, Founder of Eqal
- Greg Goodfried, Founder of Eqal
- Austin Shoemaker, Founder of Cooliris
- Tim Sullivan, CEO of Ancestry.com (Former CEO of Match.com)
- Bryan Goldberg, Founder of Bleacherreport.com
- David Finnochio, Founder of Bleacherreport.com
- Louise Wannier, Founder of Myshape.com
- Sinead Norenius, Founder of Beautisol
- Kai Huang, Founder of Guitar Hero
- Aneesh Chopra, CTO of the United States of America

ADDITIONAL PROJECTS:

“No One Will Know”—Jesse is the executive producer and co-star in the upcoming film “No One Will Know” about a young couple that has to work together to cover up a murder at their own engagement party. “One night, one party, one murder” is the simple idea behind this to-be-released thriller.

“Doggie Boggie: Get Your Grrr On!”—Jesse stars in this hilariously funny independently produced family film about Pijo, a devoted Bichon pup, who helps Cassie (played by Draper) and her dog-dancing uncle, go for their dreams. Check out the website at www.doggieboogiemovie.com.

“It’s a Disaster”—Jesse has a role in this new indie comedy. Jesse joins actresses America Ferrera, Julia Stiles and Jeff Grace. *It’s a Disaster* centers on a Sunday brunch organized by four couples who find themselves stranded together when it appears that the world may be about to end.

Lalawag—Covers tech culture, events, gossip and news from Los Angeles, California and beyond. Jesse acquired Lalawag in 2010 and re-launched the site November 2010. Check out the blog at <http://lalawag.com>.

Valleyloop—Valley Girl has soft-launched a Silicon Valley-focused technology news and culture site. Check out the blog at <http://valleyloop.com>.

SOCIAL MEDIA:

Jesse Draper and “The Valley Girl Show” are on more than 30 social media networks. Below are just a few social media outlets where you can find The Valley Girl:

- **Twitter:** [@valleygirlshow](https://twitter.com/valleygirlshow)
- **Facebook (Jesse Draper):** <http://www.facebook.com/pages/Jesse-Draper/94601309794>
- **YouTube:** <http://www.youtube.com/valleygirl>
- **Myspace:** <http://www.myspace.com/valleygirl>

GIVING BACK:

Jesse is a board member of the LA World Affairs Council Young Professionals. The World Affairs Council is a recognized non-profit organization that hosts events with various diplomats and some of the biggest decision makers in the world. The organization seeks to portray the message that young entrepreneurs and powerful individuals should not only give back to their communities but to the world as well.

Jesse is also very involved with the BizWorld Foundation, a non-profit that brings business and entrepreneurship into the classroom.

Jesse also remains very involved with her sorority Kappa Kappa Gamma and advises Kappas at UCLA, Pepperdine and USC.

GUEST TESTIMONIALS:

Below are a few guest testimonials:

- “She’s gonna be a star!” –Ronnie Lott

- “So totally awesome!!!” –Heidi Roize
- “Good Stuff! My wife really loved it!” –Scott McNealy
- “We got great feedback from the younger generations!”
–Phillip Evans, VP and Chief Communications Officer of
Turner Enterprises (Ted Turner)
- “I had a great time!” –Elon Musk, CEO of Tesla and
SpaceX
- “Fun!” –MC Hammer

INTERESTING TIDBITS:

Interesting tidbits on Jesse Draper and “The Valley Girl Show”:

1. Jesse’s dream interview would be with Mark Zuckerberg.
2. Jesse tries to make her guests sing in almost every single interview. She feels that the combination of singing and high fives gets people to open up on her show.
3. Jesse is a fourth generation entrepreneur and the first female entrepreneur in the line. Her father, Tim Draper and grandfather Bill Draper are both very successful Venture Capitalists in Silicon Valley. Her great grandfather was a Venture Capitalist as well.
4. Since the ripe age of seven, Jesse has wanted to be an actress like her aunt Polly Draper, star of well-known show in the 90’s “Thirtysomething”.
5. Jesse’s cousins (Nat and Alex Wolff) from the hit Nickelodeon Show, that Jesse also starred in for 3 seasons, The Naked Brothers Band, are releasing their first album Black Sheep on October 11, 2011.
6. Pink is Jesse’s favorite color.
7. Jesse’s loves chocolate.

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